



MAYOR-PRESIDENT
**SHARON
WESTON
BROOME**

STATE OF THE CITY

2023

MAYOR-PRESIDENT SHARON WESTON BROOME



MAYOR'S MESSAGE

"East Baton Rouge has experienced tremendous change in the past few years. As we move forward out of the uncertain times of the pandemic, it's imperative we pull together in the same direction. Our success depends on our perception of this community, and our willingness to continue making Baton Rouge a place of peace, prosperity and progress for all generations.

In this report you will find a snapshot of the work we do in City-Parish on a daily basis. This is a collaborative effort with citizens, faith leaders, businesses and nonprofits. We are addressing issues like violence, building coalitions to rebuild neighborhoods, and meeting the basic needs of our people."



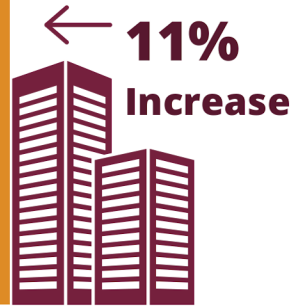


Unemployment
Dec 2022:

2.7%

2,200

New
Businesses
Since 2020

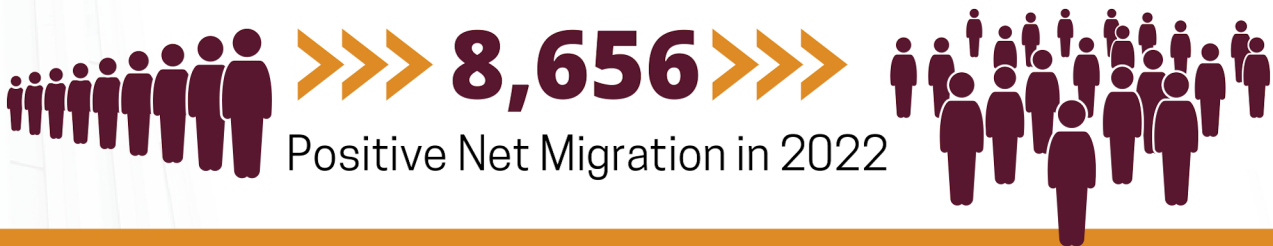


58,641

Higher Ed
Students
in EBR Metro

223,266

Employed
Residents;
2,762 Increase
in 2022



Employment, Young Workers and Public Perception

Mayor Broome launched a \$1.8 million partnership with BRAC and Visit Baton Rouge to connect our unemployed with jobs and improve the community's image. Three initiatives are now underway:

RE/CONNECT TO JOBS:

- Job Fairs and Career Training
- Application and Resume Assistance

YOUTH INTERNSHIP INITIATIVE:

- Construction
- Manufacturing
- Technology
- Automotive
- Health Care

ENTRY-LEVEL OPPORTUNITIES FOR HIGH SCHOOL AND COLLEGE STUDENTS

NATIONAL RECRUITMENT OF TOURISTS AND TALENT:

- Coordinated marketing and media campaigns
- Target new employees and former Baton Rouge residents
- Improve local and national perception

Office of Supplier Diversity

- Launched in 2022 to increase competition by helping small businesses owned by women, minorities, and veterans
- Goal is to increase City-Parish contract diversity to 25%
- Current Success: ~25% diversity in MOVEBR's engineering services contracts

PUBLIC SAFETY

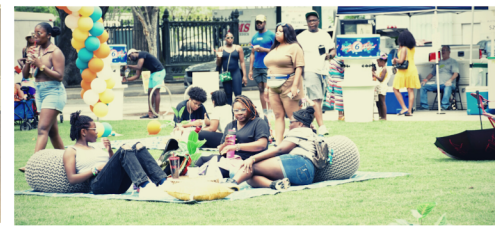
Three-pronged approach to Public Safety



Law Enforcement



Mental Health



Community Engagement

Impact on Violent Crime



21% reduction in city limits homicides as of Dec 22, 2022



Firearms Seized 20% Increase; 1,684 in 2022



13% Pay Raise for Police (2021-2022)



Felony Arrests 21% Increase; 4,235 in 2022



\$10k-\$15k Recruitment/Retention Bonus for 2023 academy graduates



Real Time Statistics at brla.gov/crimestats

Public Safety Partnership

Partnership includes all federal, state and local law enforcement agencies in EBR, US Attorney's and District Attorney's Office, Safe Hopeful Healthy BR, and Mayor-President's Office.



Goal 1

Conduct outreach to people involved in violence to provide them with opportunities for a different path in life.



Goal 2

Prioritize gun crimes and high risk offenders when prosecuting criminal cases in district and local courts.



Goal 3

Address blight and infrastructure that contributes to gun violence in neighborhoods.



Goal 4

Utilize data, technology, intelligence sharing and proactive policing resources for violent individuals and locations



Read Full EBR Public Safety Partnership at brla.gov/psp

Real Time Crime Center and ConnectBlue BR

- Crime cameras and license plate readers in Sherwood Forest connected to BRPD's Real Time Crime Center
- Residents and Businesses can sign up for the ConnectBlue BR Camera Directory
- Learn more at brla.gov/connectblue



SAFE HOPEFUL HEALTHY BR

Mayor Broome's Safe Hopeful Healthy BR program uses community-based action to attack violence at its source.



Community-Based Violence Prevention:

**BATON ROUGE COMMUNITY
STREET TEAM; 70802 & 70805**

- High-Risk Interventionists respond to violent incidents and help prevent retaliation.
- Community Navigators offer supportive counseling, crisis intervention and resource information
- Community Walks conducted weekly and after a violent event occurs.
- Street Team members speak to residents about their needs and concerns related to violence.

School Outreach Dream Academy

- School Outreach Dream Academy is a partnership with East Baton Rouge Parish School System, Big Buddy, Health Care Centers in Schools, and Betty's Hope to provide students, their families, and surrounding communities with social, mental, and emotional resources and on-campus street team.
- Five Schools: McKinley Senior High, Istrouma High, Capitol High, Glen Oaks Magnet High, and Scotlandville Magnet High.

Safe Hopeful Neighborhoods

- Resident Leader Academy: graduates receive a \$2,500 grant for their neighborhoods and are engaged year-round in community projects
- Tool Lending Library for neighborhood cleanups: trash bags, grabbers, gloves, drinks, ice chests, tents, and even graphics to help recruit volunteers
- Blight Bootcamp teaches residents how to take action on private property
- Operation Clean-Up are community projects led by Metro Council Members

Summer of Hope

was comprised of 119 events from May 27th to August 20th

Summer of Hope worked with community groups to host public events and offer resources during the summer months when violence typically increases.

2.1K PIECES OF ART
CREATED THROUGH NEIGHBORHOOD
ARTS PROJECT



149K HOURS
OF WORK EXPERIENCE COMPLETED BY EBR
YOUTH AGES 14 - 24

**33.7 K COMMUNITY
MEMBERS ENGAGED**
KNOCKED ON 76,000 DOORS



**226 PARTICIPATING
ORGANIZATIONS**
PARTNERED, SPONSORED, OR
ORGANIZATIONS CONNECTED VIA
SUMMEROFHOPE.COM

Keys to Hope

The results of this intensive work was a **20% DECREASE** in homicides when compared to the previous summer.



**Five or more weekly
events typically
correlate with lower
rates of violence**



**Unified positive
messages that really
speak to the
community, and allow
residents to speak back**



**Focus on solutions,
resources and actions
versus consistently
highlighting problems
with no resolve**

DRAINAGE & TRANSPORTATION



DRAINAGE UPDATE

- **\$56 million** of ARPA funds for drainage
- **23 Million Pounds** Removed From Storm Drains
- **86 miles** of Pipes Cleaned
- **42,000 feet** of Roadside Ditches Cleaned
- **20,000 Cubic Yards** Removed From Bayou Manchac
- **3,700 Tons** Removed From Claycut Bayou and Ward Creek
- **680 sinkholes**, inlets and pipes repaired
- **Comite and Amite** Rivers To Be Cleaned
- Read more at stormwater.brla.gov

MOVEBR Notable Projects

- College Dr project for additional capacity from Perkins Rd to I-10 with walking/biking paths
- Florida Blvd project from I-110 to Airline Hwy with walking/biking paths, improved intersections and enhanced appearance
- 470 Signals connected to Advanced Traffic Management Center
- View all the projects at MOVEBR.brla.gov



Baton Rouge Electric Vehicle Strategic Plan

- Expand public charging stations
- Incentivize privately owned charging stations
- Transition municipal fleet to zero-emission vehicles
- Read Vehicle Strategic Plan at brla.gov/evplan



EBR BRIDGE PROJECTS

6 Bridges under construction

- Chevelle Street Bridge
- Sarasota Street Bridge
- Cal Road Bridge
- Twin Oaks Bridge
- Alphonse Forbes Bridge
- Moss Side Lane Bridge

2 Bridges Completed in 2022

- Bob Pettit Blvd Bridge
- Congress Blvd Bridge

ZERO DEATH ROADWAY SAFETY GOAL

Mayor Broome has committed to a goal of **zero fatalities and serious injuries** on our roads and streets by 2040.

Safety Actions taken so far:

- Redesigning roads, bike paths, sidewalks and pedestrian crossings.
- Adoption of East Baton Rouge Parish Pedestrian and Bicycle Master Plan



Comprehensive Housing Plan

Mayor Broome has developed a comprehensive housing plan to meet the needs of low to moderate income residents and workers.

HOUSING CHALLENGES IN BATON ROUGE

52%

of EBR residents spend more than one-third of their income on housing.

More than 6,500

properties in East Baton Rouge are blighted, adjudicated, or in need of major repairs.

Nearly half the homes in the Parish were built

BEFORE 1970

19TH HIGHEST EVICTION RATE

Baton Rouge has the 19th highest eviction rate in the United States

27%

lower rate of homeownership for black residents compared to white residents



Housing Solutions

Affordable Housing

- Ensure Reliable, Robust Funding for Housing
- Reduce Development Costs
- Increase Diversity of Housing Location/Density
- Improve Developer, Landlord, and Lender Capacity

Healthy Housing

- Increase Funding for Home Repairs
- Reduce regulatory barriers to home improvements
- Engage Hospitals, Clinics, Insurance Companies, and Other Medical Industries
- Increase energy efficiency, weather resiliency, mold and lead abatement

Stable Housing

- Increase Financial Literacy for Homeownership
- Increase Outreach and Awareness of Housing Services
- Cultivate Quality Rental Opportunities with Landlords
- Improving and resourcing homelessness ecosystem and homeless diversion

Impact on Litter



20,000 bags of litter collected



100 tons of illegal dumping collected throughout East Baton Rouge



20-40 tons of litter after every major parade, festival or public event

HOT Team: Behavioral Health Homeless Outreach Team



Team includes BRPD, EBR SO & Behavioral Health Specialists



Visit Encampments and Panhandling Hot Spots twice a week, 250 individuals engaged in 2022



Build trust, find stable housing, provide resources for substance abuse & mental health, clean encampments

\$4.5 Million Blight Initiative:

Partnering with local small businesses to remove condemned structures, mow tall grass and clear junk from dozens of private properties in East Baton Rouge.

Garbage, Trash, Recycling and Household Hazardous Collection



133,000 residential customers



156,000 tons of garbage, 34,000 tons of trash, 14,000 tons of recyclables, and over 40,000 tires, collected in 2022



Household hazardous materials were collected from over 2,300 residents during our two collection days, one at Southern University and one at LSU.

EAST BATON ROUGE SEWERAGE COMMISSION

- Constructing 40,000 feet of sewer lines from Hoo Shoo Too Road to the Old Jefferson Highway Corridor, an area that currently discharges into Bayou Manchac
- Constructing 30,000 feet of sewer lines from Port Hudson Plains Road to Highway 964 an area that currently discharges into Comite River.
- Awarded the new Solids Handling Facility at the South Wastewater Treatment plant, to automate and improve sewage treatment

DATA, TRANSPARENCY AND CYBERSECURITY

- Data, Transparency and Cybersecurity
- New virtual Chief Information Security Officer service to lead cybersecurity efforts
- BRPD Public Safety Dashboard; brla.gov/crimestats
- Baton Rouge made Top 10 Digital City rankings by Center for Digital Government for 8th year in a row
- Winner of 2022 Government Experience Award from Center for Digital Government for City-Parish Citizen Data Academy: <https://www.brla.gov/2636/Citizen-Data-Academy>



New Headquarters

EAST BATON ROUGE SEWERAGE COMMISSION

Construction for a new headquarters for the Baton Rouge Department of Environmental Services began in summer of 2021 and is expected to be complete in mid 2023. Located at the site of the former All Star Nissan on Florida Boulevard, this facility will house approximately 100 employees from four DES divisions — wastewater collections, environmental, pump stations, and supervisory control and data acquisition — that currently work out of three facilities across East Baton Rouge Parish.



FIRST RESPONDER SAFE ROOM

The First Responder Safe Room is the first of its kind in East Baton Rouge Parish. Adjacent to the EBR Emergency Operations Center on Harding Boulevard, the facility will serve as a staging area for:

East Baton Rouge Parish Community Emergency Response Teams (CERT)

COMMUNITY EMERGENCY RESPONSE TEAM

75 volunteers were trained as members of the EBR Community Emergency Response Teams. The volunteers learned skills to assist in disaster response and recovery efforts in East Baton Rouge.

**WANT LOCAL INFORMATION
DURING AN EMERGENCY?**



JUVENILE SERVICES

YOUTH AND FAMILY SERVICES

MANAGED 200+

family and youth cases through
Family In Need of Services, Probation
and Court Orders

TWENTY-SEVEN

community service providers for families
and youth

NO ESCAPES

from the Juvenile Detention Center

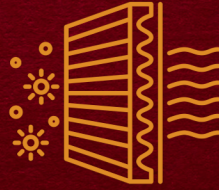
OFFICE OF SOCIAL SERVICES



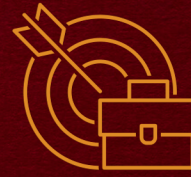
Utility Assistance
for 9,308
Families



1,250 Food Gift
Certificates
(\$100 each)



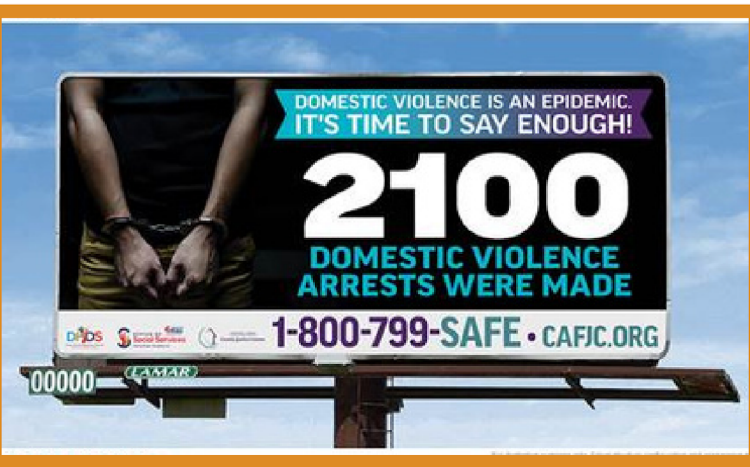
375
air purifiers to
eligible Seniors



241 Adults
completed Employ
BR program



Served ~700
children through
EBR Head Start



- **Partnered with Domestic Violence programs** to provide clothing for children and women, sheet sets, personal hygiene items (toothbrush, combs, brushes, deodorant, etc.), diapers/wipes, shoes, towels, kitchen cleaning supplies, strollers, laundry baskets and duffle bags
- Billboards and TV/Radio Ad Campaign to create **awareness and education on Domestic Violence**

EBR HEAD START

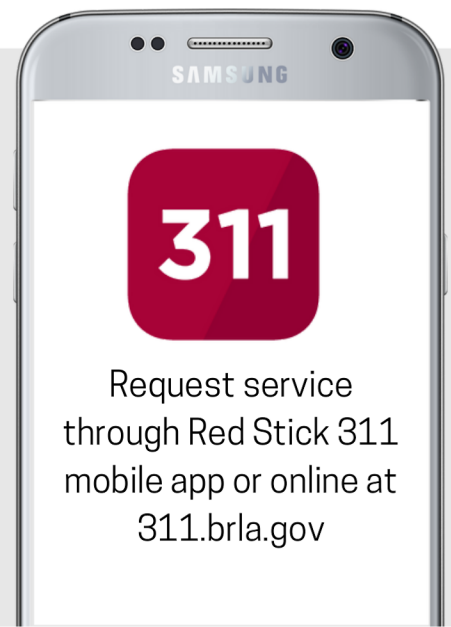
- Served approximately 700 children.
- Provided eligible staff a \$1500 stipend.
- \$5,000 recruiting and retention bonus for teachers and teacher aides.
- Purchased new HVAC and air purifying systems for all centers

EMPLOY BR; WORKFORCE DEVELOPMENT

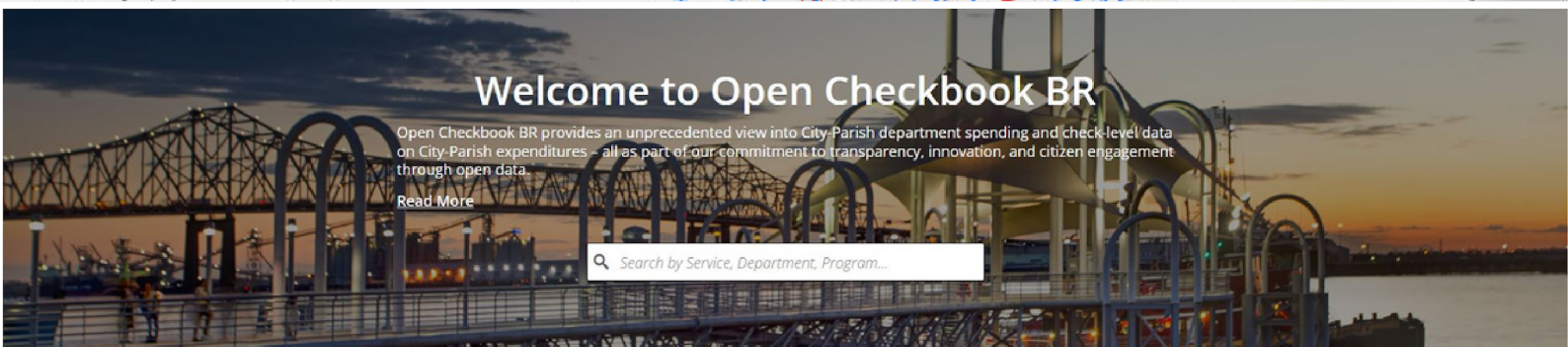
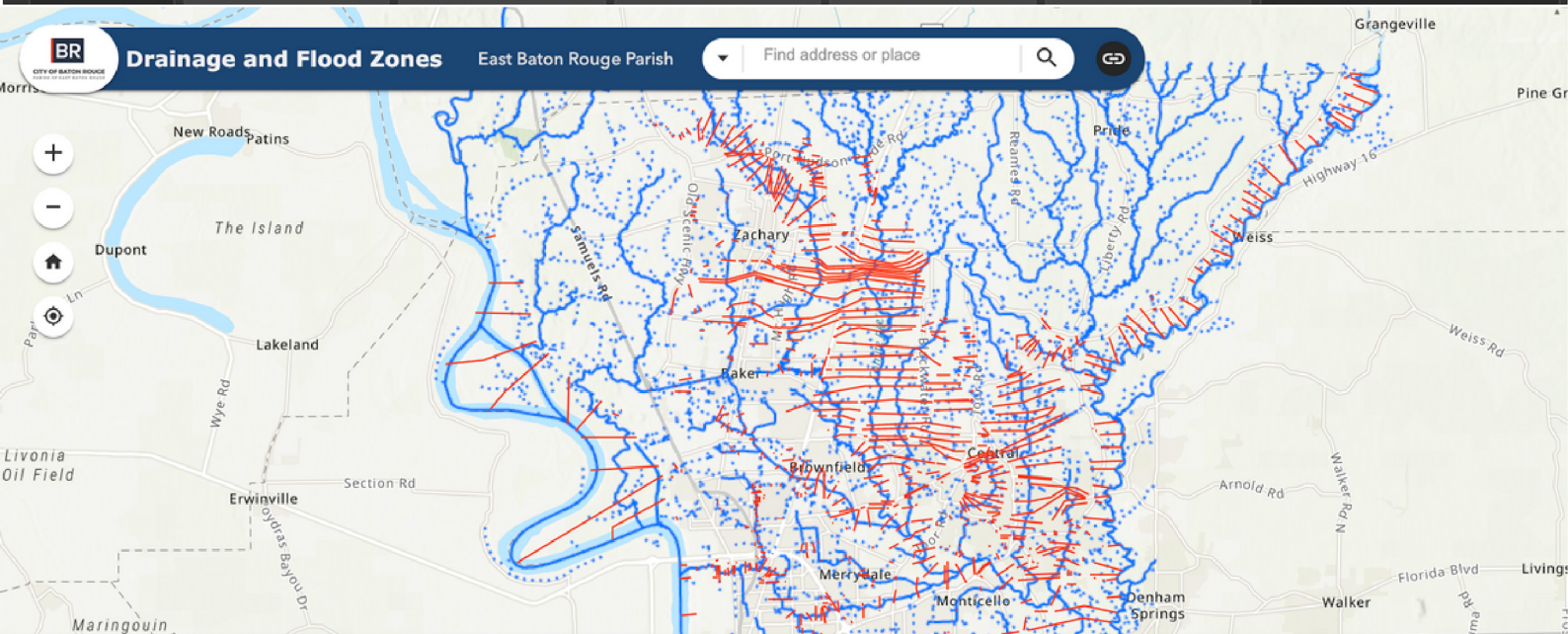
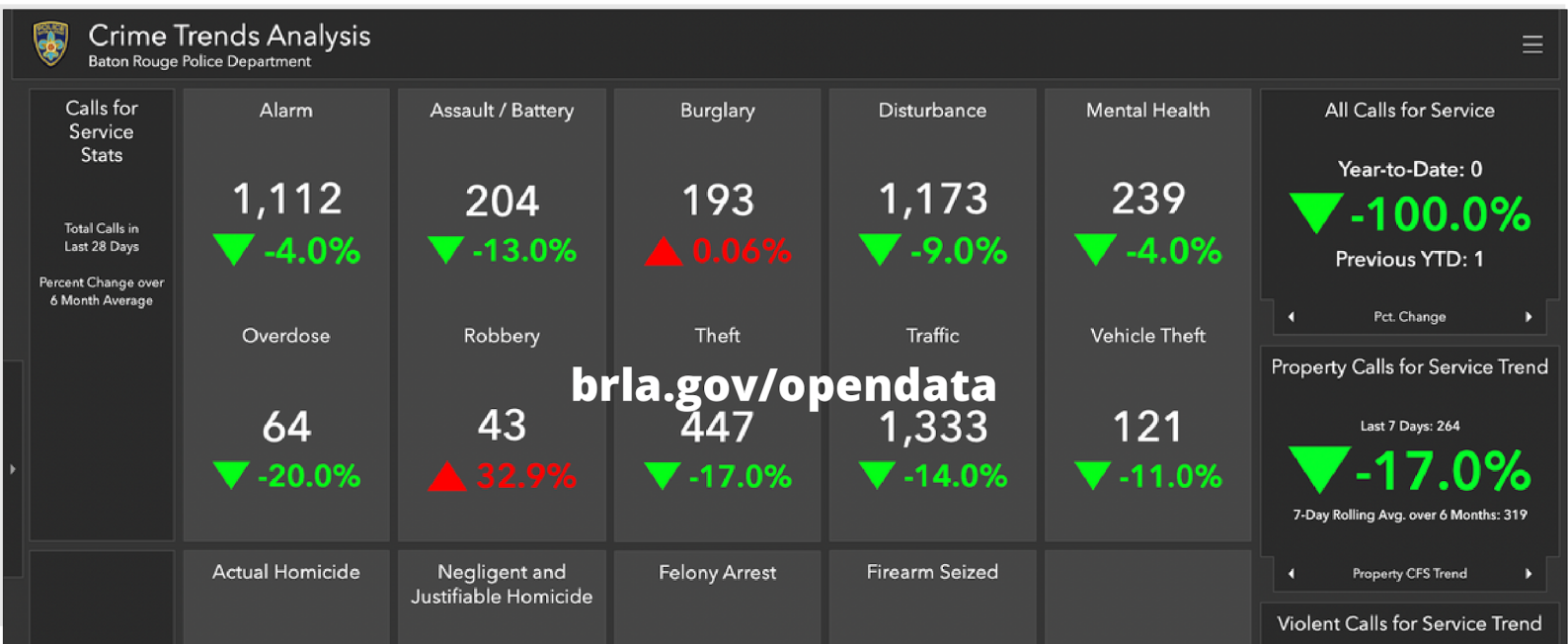
- 241 Adults completed program; 78% employed with \$6,082 median income after 6 months
- 146 Dislocated Workers completed program; 73% employed with \$9,202 median income after 6 months
- 60 Youth completed program; 72% employed with \$2,702 median income after 6 months

311 SERVICE REQUEST

- **Annual Average of Opened Service Requests: 1,718 Per Week**
- **Annual Average of Closed Service Requests: 1,958 Per Week**
- **Opened Requests 2022 versus 2021: Down 27%, decrease of 30,256 open requests**
- **92% of open requests of closed in last year**



Dashboards, GIS Maps and Open Data

Visit brla.gov/opendata to view all dashboards

Spending Summary 2021

Total Spending
\$525.49 Million

Total Transactions
87,980

Explore all City-Parish expenditure data down to the transaction level, organized in this chart in terms of spending by month during the current fiscal (calendar) year. Learn more by clicking "Explore All Spending" below.





*"The future is not something we enter.
The future is something **we create**." ~ Leonard I. Sweet*